

Message Text

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STATE/EUR/CE PLEASE PASS TO AMBASSADOR COOPER

USDOC FOR BEWT FOR DOWNEY

E.O. 11652: GDS

TAGS: PFOR, BEXP, EEWT, GE

SUBJECT: SPRING 1976 LEIPZIG FAIR

SUMMARY: GDR OBJECTS TO PLANNED USIS LEIPZIG FAIR EXHIBIT. EMBASSY
PROPOSES TO REJECT GDR SUGGESTION THAT U.S. ALTER THE EXHIBIT.

1. IN MEETING FEBRUARY 17 AT REQUEST OF GDR
MINISTRY OF FOREIGN TRADE, FOREIGN TRADE MINISTRY
DIRECTOR GENERAL SIEBOLD KIRSTEN ACCOMPANIED BY DIRECTOR
FRITZ SCHMIED TOLD EMBASSY ECON/COMM OFFICER THAT
PLANNED (USIA) EXHIBIT IN HALL 16 DOES NOT CORRESPOND
TO PURPOSES OF THE LEIPZIG FAIR AND THAT CHANGES WILL HAVE
TO BE MADE TO BRING THE EXHIBIT INTO CONFORMITY
WITH CHARACTER AND TRADITION OF FAIR.

2. IN THE COURSE OF AN HOUR-LONG CONVERSATION,
DURING WHICH KIRSTEN DREW ON REPORTS FROM GDR
EMBASSY WASHINGTON BASED ON BRIEFINGS THERE BY USIA,
KIRSTEN MADE THE FOLLWING POINTS:

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THE LEIPZIG FIAR IS A TRADE FAIR, NOT A WORLD'S

FAIR, OR AN EXHIBITION OF NATIONAL STATES. THE U.S. EXHIBIT THEME, THEREFORE, TREATING 200 YEARS OF AMERICAN HISTORY, IS INAPPROPRIATE TO THIS TRADE EVENT, THE CHARACTER OF WHICH GDR TRADE AUTHORITIES HAVE CAREFULLY MAINTAINED AND PROTECTED. HALL 16 DISPLAYS WHICH CONFORM TO THE CHARACTER AND TRADITION OF THE FAIR INVOLVE THE DISSEMINATION OF CONCRETE TRADE INFORMATION TO PROSPECTIVE BUYERS AND SELLERS, WHICH THE PLANNED U.S. EXHIBIT DOES NOT. GDR AUTHORITIES CANNOT ASSENT TO THE MOUNTING OF THE EXHIBIT IN ITS PRESENT FORM. IN THE COURSE OF THE CONVERSATION, KIRSTEN ALSO INQUIRED ABOUT THE CHARACTER OF THE PLANNED MESSAGE FROM THE PRESIDENT, AND EXPRESSED CONCERN ABOUT OUR PLANS TO SHOW FILMS AT THE EXHIBIT.

3. EMBOFF REPLIED ALONG FOLLOWING LINES: U.S. HALL 16 IS A SERIOUS TRADE PROMOTION EFFORT BY EXPERIENCED EXHIBITS PEOPLE WHICH HAS ALREADY ABSORBED CONSIDERABLE US TIME AND RESOURCES. THE EXHIBIT, WHICH IS MEANT TO CONVEY TO VISITORS AN IMPRESSION OF THE TRADE CAPABILITIES OF THE US ECONOMY AND TO EXPRESS THE INTEREST OF THE US IN IMPROVING AND EXPANDING TRADE WITH THE GDR AND OTHER COUNTRIES AT THE FAIR, IS DIRECTLY CONNECTED WITH THE US TECHNICAL EXHIBIT IN HALL 18, TO WHICH IT REFERS IN VERY SPECIFIC TERMS. IN PLANNING THE EXHIBIT, THE US HAS ADHERED SCRUPULOUSLY TO THE PUBLISHED FAIR RULES. WE HAVE HAD NO OTHER INTENTION THAN TO OBSERVE THESE RULES IN LETTER AND SPIRIT. THE BICENTENNIAL THEME, WHICH IS A BACKDROP FOR OUR TRADE PROMOTION MESSAGE, IS A NATURAL ONE OF OBVIOUS RELEVANCE TO THE US IN THIS 200TH BIRTHDAY YEAR. EMBOFF SAID HE HAD NOT YET SEEN THE TEXT OF THE PRESIDENT'S MESSAGE, BUT THAT SUCH A MESSAGE IS OFTEN A PART OF US EXHIBITS THROUGHOUT THE WORLD. EMBOFF SAID HE THOUGHT THE PRESIDENT'S MESSAGE WOULD PROBABLY WELCOME VISITORS AND EXPRESS SUPPORT FOR EXPANSION OF TRADE. AS FOR FILMS, THEY ARE A COMMON FEATURE OF SALES PROMOTION EFFORTS, THE US EXHIBIT PROVIDES FACILITIES FOR PROJECTION OF FILMS BY INTERESTED US BUSINESSMEN. IN THIS CONNECTION, FAIR RULES ON FILM SHOWINGS WOULD BE OBSERVED. EMBOFF COMMENTED TO KIRSTEN THAT THE GDR HAS NO DOUBT MADE ITS OWN ASSESSMENT OF CONFIDENTIAL

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THE EFFECT ITS ACTION WILL HAVE ON THE DEVELOPMENT OF BILATERAL RELATIONS; SUFFICE IT TO SAY THAT IT CAN HARDLY BE HELPFUL. EMBOFF SAID HE WAS HARD PUT TO KNOW HOW TO FRAME A REPORT TO WASHINGTON ON THE GDR'S VIEWS, COMING AS THEY HAD SO LATE IN THE DAY.

4. THE EMBASSY REQUESTS DEPARTMENT'S CONCURRENCE IN A REPLY TO KIRSTEN AS FOLLOWS:

A) THE EXHIBIT IN QUESTION IS IN RESPONSE
TO A REQUEST ARTICULATED BY SENIOR GDR TRADE OFFICIALS,
AND REPEATED TO COMMERCE DEPUTY ASSISTANT SECRETARY DOWNEY
AT LEIPZIG IN SEPTEMBER, 1975 FOR A U.S. EXHIBIT IN HALL 16,
THE NATIONAL PAVILION, "QUALITATIVELY DIFFERENT" FROM
THE BUSINESS DEVELOPMENT OFFICE AT THE SPRING 1975 FAIR.

B) FROM THE OUTSET THE U.S. SIDE PROPOSED THAT
THE U.S. S. BICENTENNIAL WOULD PROVIDE A BACKDROP
TO OUR HALL 16 TRADE DEVELOPMENT EXHIBIT. THE MAJORITY
OF THE SPACE ON THAT STAND WILL BE DEVOTED TO ACCOMMODATING
PERSONNEL WHO WILL PROVIDE TRADE PROMOTION INFORMATION.

C) WE HAVE REVIEWED THE FAIR RULES WITH CARE,
INCLUDING THOSE PERTAINING SPECIFICALLY TO INFORMATION
EXHIBITS IN THE NATIONAL PAVILION, AND FIND NOTHING IN OUR
EXHIBIT THAT CONFLICTS WITH THOSE RULES.

D) THROUGHOUT THE DEVELOPMENT OF THE EXHIBIT,
GDR OFFICIALS IN BOTH WASHINGTON AND LEIPZIG HAVE BEEN
FULLY INFORMED OF OUR PLANS AND WE ARE SURPRISED THAT AN
OBJECTION HAS BEEN RAISED AT THIS TIME. WE CONSIDER OUR
EXHIBIT IN HALL 16 TO BE AN INTEGRAL PART OF OUR TRADE
PROMOTION EFFORT AT THE LEIPZIG SPRING 1976 FAIR ; AND WE
CONSIDER THAT ALTERATIONS ARE NEITHER REQUIRED BY
FAIR REGULATIONS NOR JUSTIFIED IN THIS INSTANCE. GROVE

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